



# Social Media Influencers And Consumer Behaviour: An Empirical Study Among Generation X Consumers

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**Abstract:** Social media influencers are changing the way people make buying decisions. Most studies focus on younger generations, but Generation X (born 1965–1980) also uses social media and has strong purchasing power. This study examines how social media influencers affect the buying behaviour of Generation X consumers in Pollachi. A total of 300 respondents were selected using simple random sampling, and data were collected through questionnaires. The study looks at platform usage, engagement with influencer content, and factors like credibility, authenticity, and trustworthiness. Analysis using percentages, weighted averages, rankings, and chi-square tests shows that Instagram and YouTube are the most used platforms, and credibility, authenticity, and engagement have the strongest impact on purchase decisions. Demographic factors like gender, age, education, and income do not significantly influence platform preference or influencer impact. The study provides useful insights for marketers to target Generation X consumers effectively.

**Keywords:** social media influencers, Generation X, consumer behaviour, credibility, engagement, purchase decisions, etc.,

## Introduction

In recent years, social media has transformed the way consumers interact with brands and make purchase decisions. Among the various trends shaping modern marketing, social media influencers (SMIs) have emerged as a powerful force in guiding consumer behaviour. Influencers, who often possess credibility, expertise, or popularity within a specific niche, play a significant role in shaping perceptions, attitudes, and buying intentions of their followers. Their recommendations, reviews, and endorsements can significantly impact consumers' product evaluations and brand preferences.

While much of the research on social media influence has focused on Millennials and Generation Z, Generation X—typically defined as individuals born between 1965 and 1980—remains an understudied group. This generation, often balancing career, family, and personal responsibilities, has increasingly adopted digital platforms to seek information, compare products, and engage with brands. Understanding how Generation X responds to social media influencers is crucial for marketers aiming to tailor strategies for this demographic segment.

The present study aims to empirically examine the impact of social media influencers on the consumer behaviour of Generation X consumers. Specifically, it seeks to explore how influencer credibility, content engagement, and perceived authenticity affect purchase decisions, brand loyalty, and overall consumer attitudes. By focusing on Generation X, the study provides valuable insights for brands and marketers seeking to leverage influencer marketing beyond the

## Review of Literature

**Mane and Aggarwal (2025)** conducted a study on the impact of social media influencers on consumer behaviour in the cosmetic industry in India. They collected data from 384 Indian consumers using structured surveys. The study found that influencer credibility, authenticity, and engagement quality significantly influence consumer trust and purchase intention, with Instagram and YouTube being the most effective platforms.

**Bansal (2025)** explored how influencer strategies affect consumer trust and brand value in India. Using a sample of 250 participants (239 consumers and 21 influencers), the study revealed that personal authenticity and relatability of influencers drive trust and positively influence purchase behaviour, while brands often focus on engagement metrics over authenticity.

**Sangeeta et al. (2024)** investigated the effect of social media influencers on consumer purchase decisions for organic cosmetic products in India. Based on a sample of 200 respondents, the study found that influencer recommendations strongly affect buying behaviour, and authenticity and engagement quality significantly enhance purchase intention.

**Nanoti (2024)** performed a qualitative study in Nagpur, India, on how consumers perceive social media influencers. Although the study used interview data rather than surveys, it identified that trustworthiness, relatability, and engagement quality of influencers are critical factors influencing consumer purchase decisions in India.

**Gaur (2025)** studied the influence of social media influencers on consumer purchasing decisions among young Indian users. Using a sample of 50 respondents, the study found that 96% of participants reported making purchases based on influencer recommendations, especially in technology, fashion, and beauty categories.

## Statement of the Problem

In Pollachi, social media use has grown rapidly, and many local and national brands are using influencers to reach consumers. While younger generations are often studied, there is limited research on how Generation X consumers in Pollachi respond to social media influencers. Generation X, with their stable careers and purchasing power, may be influenced differently compared to younger users. Understanding their attitudes, trust, and buying behaviour toward products promoted by influencers is important for businesses to create effective marketing strategies in this region. This study seeks to fill this gap by examining the impact of social media influencers on the consumer behaviour of Generation X in Pollachi.

## Need for the Study

Social media influencers are increasingly affecting the way people make buying decisions. Most studies focus on younger generations, but Generation X—people born between 1965 and 1980—also use social media and have strong purchasing power. This generation values trust and credibility when choosing products. Understanding how social media influencers affect their buying decisions can help companies design better marketing strategies and connect with them more effectively. This study aims to explore this relationship and provide useful insights for brands targeting Generation X consumers.

## Objectives of the study

- To study the influence of social media influencers on the buying behaviour of Generation X consumers in Pollachi.
- To examine how the credibility and trustworthiness of influencers affect their purchase decisions.

## Research Methodology

- **Type of Research:** The study is descriptive in nature. It aims to understand how Generation X consumers in Pollachi engage with social media influencers and how this affects their buying behaviour. Descriptive research helps in identifying patterns, trends, and relationships between variables such as influencer credibility, engagement, and content type.
- **Sampling Method:** Simple random sampling was used to ensure that every Generation X consumer in the selected area had an equal chance of being included in the study. This method reduces selection bias and helps in obtaining a representative sample.
- **Sample Size:** A total of 300 Generation X consumers from Pollachi were selected for the study. This sample size is sufficient to analyze trends and patterns using statistical tools such as chi-square tests, weighted averages, and rankings.
- **Data Collection Method:** Primary data was collected using a structured questionnaire. The questionnaire included questions on:
  - Frequency of social media platform use
  - Engagement with different types of influencer content
  - Perception of influencer credibility, authenticity, and trustworthiness
  - Basic demographic information (gender, age, education, occupation, and income)
- **Tools for Analysis:**  
The collected data was analyzed using:
  - **Percentage Analysis** to describe the demographic profile and platform usage patterns.
  - **Weighted Average** to rank the importance of factors influencing purchase decisions.
  - **Chi-Square Test** to examine the association between demographic variables and platform influence.
  - **Ranking Test** to identify the most influential factors for Generation X consumer behaviour.

## Limitations of the Study

- The study is limited to Generation X consumers in Pollachi, so the findings may not be applicable to other age groups or regions.
- A sample of 300 respondents has been used, which may not represent the views of the entire population of Generation X in Pollachi.
- The study focuses only on the influence of social media influencers and does not consider other factors such as traditional advertising, peer influence, or personal experience.
- Respondents' answers are based on self-reporting, which may include personal bias or inaccuracies.

Table No.1

## Demographic Profile of the Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	140	46.7
	Female	160	53.3
Age (Years)	43–50	180	60
	51–60	120	40
Education	Graduate	120	40
	Postgraduate	150	50
	Others	30	10
Occupation	Employee	160	53.3
	Agriculture	100	33.3
	Business	40	13.4
Monthly Income (₹)	<50,000	120	40
	50,001–100,000	140	46.7
	>100,000	40	13.3

The demographic analysis of the 300 Generation X respondents in Pollachi reveals a balanced and representative sample. In terms of gender, there are slightly more female respondents (53.3%) than males (46.7%), indicating that both genders are actively engaging with social media influencers. The age distribution shows that the majority of respondents (60%) fall within the 43–50 years category, while 40% are aged 51–60 years, reflecting the typical Generation X age range. Regarding educational qualifications, most respondents are postgraduates (50%), followed by graduates (40%), and 10% have other qualifications, suggesting that the respondents are relatively well-educated and likely to be informed consumers. Occupation-wise, a majority are employed (53.3%), 33.3% are agriculturist and business individuals 13.4%, highlighting a mix of stable career backgrounds. In terms of monthly income, nearly half of the respondents (46.7%) earn between ₹50,001–100,000, 40% earn below ₹50,000, and 13.3% earn above ₹100,000, indicating a moderate to high purchasing power among the sample.

Table No.2

## Frequency of Platform Use

Platform	Daily	Weekly	Monthly	Rarely
Instagram	120	40	15	5
YouTube	40	20	10	0
Facebook	20	15	10	5
WhatsApp	15	5	0	0
Twitter/X	5	3	2	0

The analysis of platform usage among Generation X respondents in Pollachi indicates that Instagram is the most frequently used platform, with 120 respondents using it daily, followed by 40 weekly users, 15 monthly users, and 5 rarely using it. YouTube is the second most accessed platform, with 40 daily users and 20 weekly users, primarily for product research or tutorials. Facebook shows moderate engagement, with 20 daily users and 15 weekly users, while WhatsApp and Twitter/X are the least used platforms, indicating limited reliance on these for social media interactions or product-related content. Overall, the findings suggest that Instagram dominates daily engagement among Generation X, highlighting its importance for influencer marketing, while YouTube is a key platform for occasional product research.

Table No.3

## Consumer Engagement with Influencer Content

Content Type	Frequency	Percentage (%)
Product Reviews / Tutorials	140	46.7
Sponsored Posts / Ads	80	26.7
Live Sessions / Q&A	40	13.3
Stories / Reels	60	20

The engagement analysis shows that Generation X respondents in Pollachi interact most with product reviews and tutorials, with 140 respondents (46.7%) indicating they rely on this content type for purchase decisions. Sponsored posts or ads attract moderate attention, with 80 respondents (26.7%) engaging with them, although these may be viewed with some skepticism. Stories and reels influence 60 respondents (20%), mainly for discovering new products quickly, while live sessions or Q&A have the least engagement at 40 respondents (13.3%), suggesting that interactive sessions are less popular among this age group. This indicates that authentic, informative, and detailed content has the strongest impact on the buying behaviour of Generation X, whereas purely promotional or brief content has a smaller influence.

Table No.4

## Association Between Demographic Variables and Platform Influence

Demographic Variable	$\chi^2$ Value	Degrees of Freedom (df)	p-value	Inference
Gender	2.10	2	0.35	NS
Age	4.50	2	0.10	NS
Education	1.85	4	0.76	NS
Monthly Income	3.20	4	0.52	NS

The chi-square analysis examines whether demographic variables such as gender, age, education, and monthly income are associated with the influence of social media platforms on the buying behaviour of Generation X consumers in Pollachi. The results indicate that no demographic variables show a statistically significant relationship with platform influence, as all p-values are above the 0.05 significance level. Specifically, gender ( $\chi^2 = 2.10$ ,  $p = 0.35$ ) and age ( $\chi^2 = 4.50$ ,  $p = 0.10$ ) do not significantly affect which platforms consumers use or are influenced by. Similarly, education ( $\chi^2 = 1.85$ ,  $p = 0.76$ ) and monthly income ( $\chi^2 = 3.20$ ,  $p = 0.52$ ) have no significant impact. These findings suggest that platform preference and engagement with influencer content are relatively uniform across demographic groups within Generation X.

Table No:5

## Factors Influencing Buying Behaviour of Generation X Consumers

Factor	Weighted Average	Rank
Credibility	4.28	1
Engagement	4.10	3
Authenticity	4.02	2
Expertise	3.95	5
Trustworthiness	3.85	4
Popularity	3.60	7
Relatability	3.50	6
Content Relevance	3.45	8
Visual Appeal	3.20	10
Consistency of Posts	3.40	9

The analysis of factors influencing the buying behaviour of Generation X consumers in Pollachi shows that credibility ranks highest, reflecting that consumers value influencers who are trustworthy and reliable. Authenticity (rank 2) and engagement (rank 3) are also key drivers, indicating that

followers prefer influencers who provide genuine content and interact effectively. Trustworthiness (rank 4) and expertise (rank 5) further emphasize the importance of knowledge and honesty in shaping purchase decisions. Popularity and relatability have moderate influence (ranks 7 and 6), showing that fame alone is not enough to sway this age group. Content relevance, consistency of posts, and visual appeal (ranks 8–10) contribute to consumer perception but are less critical. Overall, Generation X consumers prioritize credibility, authenticity, and meaningful engagement over popularity or visual flair, highlighting the need for marketers to focus on quality and trustworthiness in influencer campaigns.

### Suggestions of the Study

- Marketers should focus on Instagram and YouTube as primary platforms to reach Generation X consumers, as these platforms show the highest engagement and influence on purchase behaviour.
- Brands should prioritize credibility and authenticity when selecting social media influencers, as these factors strongly impact consumer trust and buying decisions.
- Influencer content should include product reviews, tutorials, and detailed information, as Generation X consumers prefer informative and reliable content over purely promotional posts.
- Companies should ensure consistency in influencer postings and maintain relevant content to sustain engagement and brand recall among Generation X.
- Marketing strategies should highlight expertise and trustworthiness of influencers, rather than focusing solely on popularity or relatability, as these are the most influential factors for purchase decisions.

### Conclusion

The study reveals that social media influencers have a significant impact on the buying behaviour of Generation X consumers in Pollachi. Instagram and YouTube emerge as the most influential platforms, and factors such as credibility, authenticity, engagement, expertise, and trustworthiness play a key role in shaping purchase decisions. Popularity and relatability have a moderate effect, while demographic variables like gender, age, education, and income do not significantly influence platform preference or engagement. Overall, Generation X consumers respond more to genuine and informative influencer content than to promotional or flashy posts. Brands targeting this group should focus on credible and trustworthy influencers to effectively influence purchase decisions.

### Scope for Further Study

- The study can be extended to include other age groups like Millennials and Generation Z for comparison.
- Research can cover different regions or urban and rural areas to see geographic differences in influencer impact.
- Future studies can consider additional factors such as peer influence, brand loyalty, and traditional advertising.
- Longitudinal studies can explore changes in social media use and influencer influence over time.

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